

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
20 October 2005 (20.10.2005)

PCT

(10) International Publication Number
WO 2005/098675 A1

(51) International Patent Classification⁷: **G06F 17/30**

(21) International Application Number:
PCT/US2005/010088

(22) International Filing Date: 28 March 2005 (28.03.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/557,017 26 March 2004 (26.03.2004) US

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(81) Designated States (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,

CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

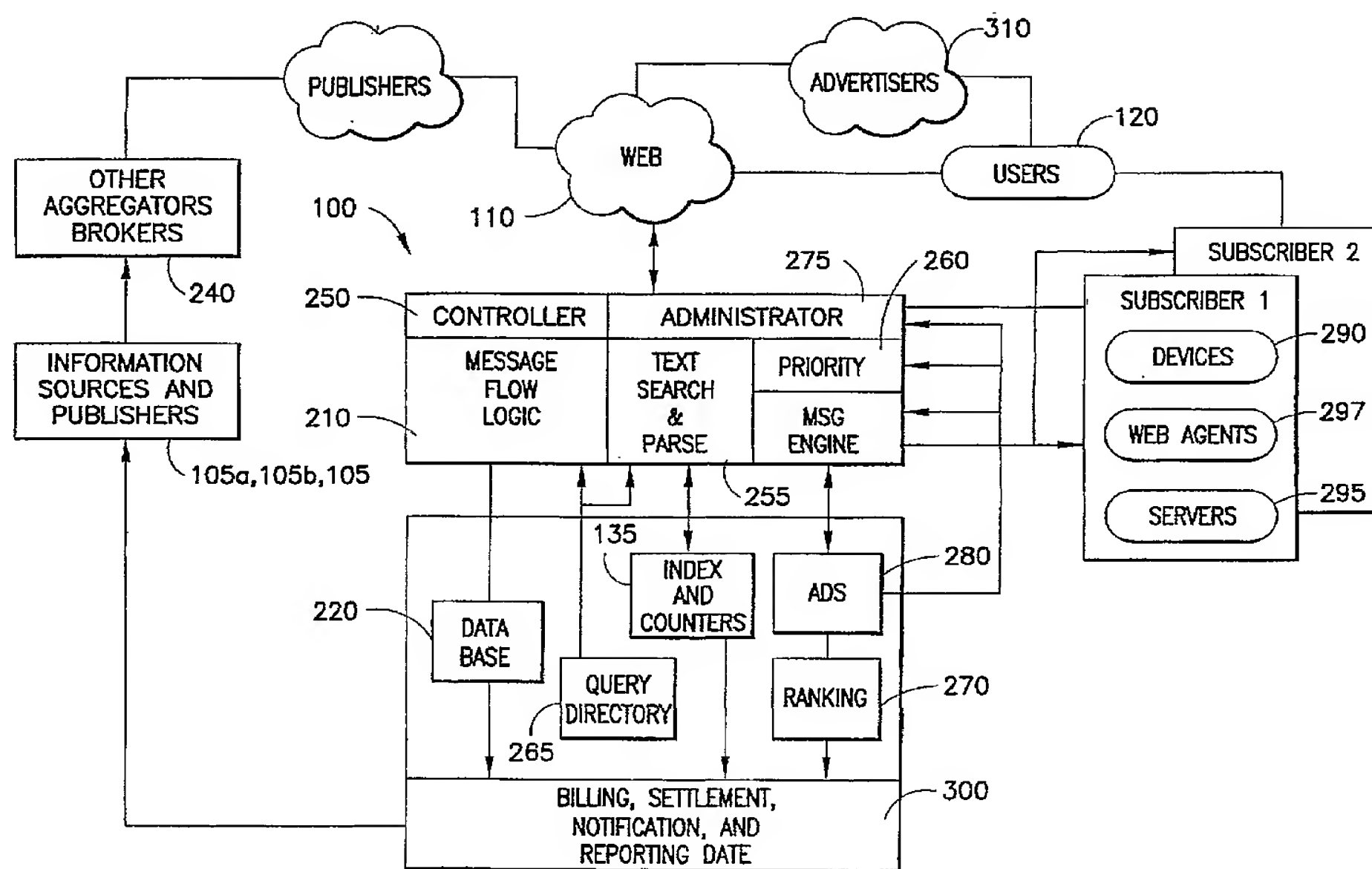
(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

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(54) Title: EXCHANGE OF NEWLY-ADDED INFORMATION OVER THE INTERNET



(57) Abstract: System and method for collecting and supplying ranked (270), indexed information as a premium service to users and advertisers. An information exchange is operated so as to aggregate, publish and subscribe Really Simple Syndication (RSS) and web services based information from different web based (110) and proprietary network sources. Recently published news or inventory information, new services or products are published into the system. Upon entry of the information, it is processed and distributed by the system to people, related parties or other systems that have expressed an interest in being notified of the type of published information as it becomes available.

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